



Course	Management and Production of Journalistic Projects
UVa code	41349
ECTS	6
Department	040-Historia Moderna, Contemporánea y de América. Periodismo y Comunicación Audiovisual y Publicidad
Area	675-Periodismo
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Description	<p>The course is an obligatory subject in the 3rd year of the Journalism Degree. Taking into account that one of the fundamental objectives of the degree is to promote a comprehensive education that enables the full development of the student and excellence in their professional future, this course is aimed at offering solid theoretical knowledge as well as tools and practical experiences of reference for its quality and degree of innovation from the business point of view within the new current communication landscape.</p> <p>This training of students is aimed at facing the challenge of self-employment within the professional branch of information and communication, so students are able to plan and manage innovative journalistic business projects in an increasingly dynamic market, the result of technological development, which is causing significant changes in the production of information.</p>
Learning outcomes	<p>The course is articulated around the following objectives:</p> <p>General objectives:</p> <ol style="list-style-type: none">1. To introduce students to the business context of self-employment within the professional branch of information and communication.2. To provide students with the necessary theoretical and practical knowledge in order to awaken their entrepreneurial vocation within the new information panorama, characterized by technological development and which is giving rise to new business models. <p>Specific objectives:</p> <ol style="list-style-type: none">1. To develop competences and skills for the planning and management of business projects within the new context of information and communication.2. To promote in students the entrepreneurial spirit and business innovation through the theoretical and especially practical study of the various initiatives successful businesses within the journalistic context both nationally and international. <p>At the end of the course, students should be able to create their own Project.</p>



Contents

Part I. Current overview of the media land

The media sector has undergone such a rapid evolution that the traditional boundaries of the media no longer make sense. Now companies and users are media, which means that they are both generators, publishers and disseminators of their own content and messages for their audiences of interest.

Technological progress has made this change in the landscape of the information, emerging new forms of communication focused on the online world and which are already, today, in common use throughout society.

Lectures:

1. Current situation of media corporations and their audiences
2. Reality of the press
3. Reality of television
4. Radio reality
5. Internet reality
6. The potential market niches: analysis of trends in the sector of information in Spain

Part II. Project preparation

Every project that wants to be executed must have a process of research and maturation to choose the time of departure, legal form, economic plan, marketing plan and the best possible tools. The student should be able to identify the different processes that are needed within the course of the idea, its production and sells (marketing). In other words, everything that involves a flow of knowledge and that leads to the development of a complete action plan to launch your project.

Lectures:

7. Analysis of the General Environment (PEST)
8. Legal obligations and implementation
9. Market análisis
10. Economic plan
11. Communication and marketing plan
12. Digital Marketing Plan

Part III. Project launch and follow-up

Once the work indicated in the previous parts has been done, the student is ready to launch the project. To do this, they must create an initial content to launch their work. The student will be in the final stage to see his project become a reality. The goal is to realize that a good idea alone is not enough, but that there must be a comprehensive process of analysis that allows you to know the entire picture.

Lectures:

13. Tools for the development of the first content
14. Launch and post-launch follow-up

Teaching and learning methods

The course includes sessions, practical sessions, examples of media-related business projects and sessions for the presentation of work or exercises proposed to students.

During the master sessions, the students will take advantage of the



	<p>opportunity to transmit basic knowledge of the business environment by emphasizing what steps need to be taken so that they can develop their own professional activity. In some cases, if it is possible, there will be with the testimony of professionals who have launched their own in a satisfactory manner.</p> <p>In the practical sessions, the content of the programme will be developed with the participation of students through assignments that will be given or worked in class.</p> <p>In addition, a final work related to the contents of the discipline will be carried out that will be showed in the classroom.</p>
Assessment methods	<p>Theoretical exam 40%</p> <p>Practical Skills 60%.</p> <p>-Final project 60%</p> <p>The minimum grade to be obtained in each of the tests to pass the course is a 5 out of 10.</p> <p>Plagiarism will be reason of failure.</p>
Recommended reading	<p>Bueno Campos, E., Curso básico de economía de la empresa: un enfoque de organización. Ed. Pirámide, Madrid. 2008.</p> <p>Barrera del Barrio, C., (coord.). Del gacetero al profesional del periodismo: evolución histórica de los actores humanos del "cuarto poder". Fragua. Madrid. 1999.</p> <p>Caro, Francisco J., Gestión de Empresas Informativas. Ed. McGraw Hill. Madrid. 2007.</p> <p>Crucianelli, S., Herramientas digitales para periodistas. Knight Center for Journalism. 2010.</p> <p>Medina Laverón, M., Estructura y gestión de empresas audiovisuales. Eunsa. Pamplona. 2005.</p> <p>Montero Rodríguez, F., Marketing de periódicos y revistas. Madrid. Pirámide. 2005.</p> <p>Morenodávila Hernández, J., Empresa y mercado de la información. Granada. Escuela Superior de Comunicación de Granada 2007.</p> <p>Nieto, A. & Iglesias, F., Empresa Informativa. Madrid. Ariel. 2000.</p> <p>Rodríguez Rad, C.J. Marketing para Empresas Audiovisuales. Sevilla. Mergablum. 2003.</p> <p>Sánchez-Tabernero, A., Dirección estratégica de empresas de comunicación. Madrid. Cátedra. 2000.</p> <p>SPRI. Diez pasos para crear una empresa. Bilbao, 2001</p>